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RISE News



June 2024

Dear Rural Partners,

As we all find our way back from the excitement and rush of I&E Days and into the end of another reporting period, we want you to remember that RISE is here to help as you are finishing up last-minute activities. Below we share a few more ways we can support your projects, but just know that you can always reach out, whether it's a quick chat or a longer-term process. We're here.

There are lots of good offerings coming up, which may seem overwhelming with all the options, but this means our rural communities are getting on the radar and the attention we deserve.

We're hearing exciting wins and forward momentum in our invitation-only monthly Rural Initiatives Workgroup (RIW) meetings. If you're a CTPP funded project and would like to join in, contact Shelly Brantley at sbrantley@healthcollaborative.org. If you have a win you'd like to see featured in our newsletter, reach out to JoAnn at jsaccato@healthcollaborative.org.

And a reminder, we voted to cancel our June RIW to give us space for wrapping up projects and reporting.

Wishing you an easy flow to the end of the reporting period!

Best regards,

The RISE Team

P.S. Don't forget to follow us on social media...



Upcoming Events

Rural Initiatives Workgroup
Topic discussion

CANCELLED for JUNE

Monthly workgroup for rural projects to share information, network, celebrate wins, and brainstorm challenges. Invitation only. Contact Shelly at sbrantley@healthcollaborative.org.



CALIFORNIA
DEPARTMENT OF
PUBLIC HEALTH

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TAMARCO
PREVENTION
PROGRAM

UNDO.



Retailer Transition Training: Tobacco Phase-Out

June 12, 2024

1:30 - 3:00 PM

[REGISTER](#)

Are you an LLA working on a Retail or End Commercial Tobacco Campaign Objective?

Please join us for a webinar on the Retailer Transition Activity, featuring two success stories from a rural and urban project. This webinar will feature a rural project that blazed the trail on this activity, introducing the work of Karen Compton from Trinity County. We'll also hear from Irene Linayao-Putman and Gena Knutson (San Diego County) on how they adapted resources and strategies for an urban environment.

We invite LLAs working on a retail initiative to join this webinar as we will be presenting examples of how you can implement this activity in your scope of work (SOW). The activity requires that LLAs create a small business or economic development workgroup to help small businesses transition away from selling tobacco products since (1) products are already on the decline, and (2) there will be a time when tobacco sales no longer occur, and we want to support retailers in joining us on this journey from the early stages.

The webinar will be recorded for those who cannot attend live.

For more information, please contact Jen Swanstrom: Jen.Swanstrom@cdph.ca.gov



Tobacco Grant Program

Application Deadline: June 28, 2024, 11:59 PM (Pacific)

[Pre-application Webinar recording](#)

[Pre-application Webinar slide deck](#)

[Tobacco Grant Program Fact Sheet](#)

[Tobacco Grant Program Webpage](#)

[Tobacco Grant Application Page](#)

Rural Tobacco Cessation Discussion Group

July 1, 2024

2:00 PM - 3:00 PM

[Zoom Link](#)

Meeting ID: 820 8053 3810

Passcode: 682084

Phone in: 669-444-9171

Informal discussion group for all things cessation in our rural communities. Contact JoAnn Saccato at jsaccato@healthcollaborative.org for more information or to join this dynamic conversation.



CALIFORNIA
TOBACCO
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Seeking Farmer Tobacco Quit Story

campaign. They are looking for a California farmer that has quit tobacco (cigarettes, chew, vape) and is open to share their quit journey and reasons they quit. They are also interested in farmer stories around: helping staff/family quit tobacco or involvement in tobacco prevention work in any form. Stories selected will be compensated.

Please reach out to Jennifer Garcia at jennifer.garcia@cdph.ca.gov for more information or to share your story.



Tobacco Treatment Specialist Training (Virtual)

September 17, 18, 19, 2024

Application Deadline: June 17, 2024

The California Center for Tobacco Cessation (CaCTC) and the University of Massachusetts Chan Medical School have collaborated again to offer free (for those assisting underserved populations in CA) Tobacco Treatment Specialist Trainings, a \$1,300 value, to qualified applicants in California. The statewide training is open to individuals representing organizations that provide or aim to provide cessation services to underserved populations.

Note: In response to popular request, there will be breakout groups focusing on the provision of services within the rural population.

[Application](#)
[FAQ](#)

To learn more contact Jessica.Safier@ucsf.edu



Tobacco Prevention
UNIVERSITY

SAVE THE DATE

Tobacco Prevention University Training

Northern California

September 10-11, 2024

Holiday Inn Sacramento Downtown Arena, 300 J St., Sacramento

Southern California

November 13-14, 2024

Marriott Long Beach Downtown Hotel, 111 E Ocean Blvd, Long Beach

Available to CTPP-funded staff (individuals who have 3 years of experience or less in a CTPP-funded position) and invited guests. Only two (2) people from the same

project want to be considered.

For event information and questions please contact Alejandro Villegas at alejandro.villegas@cdph.ca.gov or Rachel Colorafi at rachel.colorafi@cdph.ca.gov.

RISE ADVISORY COMMITTEE

RISE is proud to have committed representation from each of our California rural area regions through our Advisory Committee. Committee members are tasked with meeting monthly to provide the RISE team with feedback on educational material development, outreach strategies, policy goals, and more. We acknowledge and appreciate the dedication and expertise each committee member brings to our RISE efforts!

Member Highlight



William Mervau - Sierra Club

William Mervau is our newest Advisory Committee member and is very new to the field of tobacco prevention (4 months!). He is the project director for the Sierra Club's Environmental Justice in Tobacco Control Project, which works to end the presence of tobacco product waste (TPW) in local communities across California. The project puts emphasis on the intersection of tobacco pollution and environmental justice. It maintains a database of TPW-related policies and assists with the adoption of innovative tobacco control policies to end the presence of tobacco product waste in local jurisdictions.

William has been wanting to get involved with environmental science and policy for quite some time and found the tobacco product waste field an interesting area to start. So far, the most impactful thing he's learned is the wide array of costs that the tobacco industry places on individuals and communities.

A runner and rock climber, William's hope of serving on the RISE Advisory Committee is to, "learn from those who have been fighting the fight against Big Tobacco and hopefully provide an environmental lens" to the Committee's work.

He's had many challenges in the field so far, but nothing that has discouraged him. William enjoys playing music, reading and working on puzzles in his spare

Welcome, William! We're excited to have you aboard and look forward to seeing how the partnership with the Sierra Club, RISE, and CTPP helps move the needle on rural tobacco product waste initiatives!

The success of RISE depends on guidance from rural health champions who understand the importance of reducing the presence of commercial tobacco in rural communities.

If you would like to get involved, consider becoming a member of our Advisory Committee (AC).

AC members meet every other month (virtually or in-person) to provide feedback on:

- » Educational material development
- » Outreach strategies
- » Program evaluation
- » Policy goals
- » Website design and content
- » The Leadership Development Program

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Make a difference in your community!

- » Build connections with other rural health champions
- » Advocate on behalf of your community to help shape tobacco prevention efforts

CONTACT

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 ca-rise.org



 [CA RISE](#)

 [RISE_California](#)

 [RISE_California](#)

Interested in becoming a member of our Advisory Committee? We are seeking representation from those who live/work in the Central Valley (Kings, Madera, Mariposa, Merced, or Tulare counties) and Gold Country (Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Nevada, San Joaquin, Stanislaus, Sutter, or Tuolumne counties). Contact sbrantley@healthcollaborative.org and check out our [recruitment card](#) and [orientation packet](#) for more information.


RURAL NEWS AND SUCCESSES



CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT

A project of the American Heart Association.

RISE is extremely grateful to the California Tobacco Endgame Center for organizing the 2024 Information and Education Days at the state capitol in Sacramento. With over 260 attendees this year and prime access on the Capital lawn, it was one of the best attended I&E Days since its inception over 25 years ago.



2024 I & E Days Rural Caucus group. L-R: JoAnn Saccato, RISE; Shelly Brantley, RISE; Stephanie Rubio, Inyo County; Consie Mote, El Dorado County; Manuel Meza, Shasta County; Arturo Durazo, Nicotine and Cannabis Policy Center; and Kiera Kaiser, Equality California. Not pictured: Jorge Yopez, Compramis Adelante.

2024 Rural Caucus Meeting at I&E Days

The California Rural Caucus is chaired by Asm. Megan Dahle (R, Dist.1) and vice-chaired by Sen. Marie Alvarado-Gil (D, Dist. 4). Purposefully inviting projects from their districts, RISE Project Director, Shelly Brantley, guided the presenting team to consider their current community tobacco landscape and think about what could be specifically helpful. "After the team considered those during our training," noted Shelly, "we came up with an ask that was tailored for their district."

~ 2024 Rural Caucus team ask ~

The team waited in the swing space room as Asm. Dahle's assistant, Erik Brahms, and Sen. Brian Dahle (R, Dist. 1) and his assistant, Sheldon Fort, entered the room. It was quickly shared that Asm. Dahle was out due to a stroke and due back in a couple of weeks.

More than surprised, the team quickly pivoted to listening to Senator Dahle (who noted that his wife would be running for his senatorial seat in the next election), looking for places they could insert relevant comments and shift the conversation back to their purpose.



2024 I & E Days capital grounds tent.

Stephanie Rubio (Inyo County) found an inroad when Sen. Dahle expressed concern that a TRL would only lead folks to tribal lands where the products would still be readily available. As a tribal member, Stephanie shared about important relationships and working with tribal partners for voluntary actions in homes and other spaces. The importance to do what can be done with the tools available was also noted. Stephanie and Sen. Dahle discovered a shared relationship that brought a deepened connection and conversation beyond their time in the room.

Consie Mote (El Dorado County) was able share what her county is struggling with--youth access to vapes and emerging products, like Zyn and a lot of new retailers in the past few years. Consie is hopeful that a TRL and zoning will help then turn the curve and made the ask--will you write a letter of support for a TRL in El Dorado County. "Senator Dahle expressed what felt like genuine agreement with the importance of our efforts and agreed with our direction of reducing youth access to tobacco products," she noted, "but, having worked in local government himself, he was unwilling to reach out to county supervisors out of respect for them doing their jobs without the state breathing down their neck."

To note, Sen. Dahle noted that he and Asm. Dahle both voted for SB 793, the flavor ban. They received push back from their Republican colleagues, but knew it was the right thing to do.

In the end, the door was open for follow up with the Asm. Dahle, the Rural Caucus Chair, to learn more about her constituents' situation and potential helpful actions. And, as Stephanie Rubio summed it up, "The Rural Caucus meeting was a vibrant and productive part of I&E days. It underscored the potential for rural areas to be hubs of innovation and entrepreneurship, provided they receive the right support and resources."

RISE is in the process of following up with a thank you email to Sen. Dahle and a thank you email and sample letter of support to Asm. Dahle. RISE is grateful for those that stepped forward to be part of this year's Rural Caucus team. "I'm honored and so grateful to work with such passionate and dedicated rural tobacco prevention staff," Shelly Brantley professed.

Want to be highlighted in the next RISE News?

RISE is always thrilled to highlight your important work! Contact jsaccato@healthcollaborative.org with your news and ideas.



Rural Marketing: A Detailed Guide For 2022



Deskera Content Team

<https://www.deskera.com/blog/rural-marketing/>

The CTPP Media team recommended a package of rural-specific media resources, which was sent to our RISE listserv in May. We're featuring one of those resources each month.



Lung Disease & Cessation

Our May, 2024 cessation discussion group hosted the [American Lung Cancer Screening Initiative | ALCSI](#). Sangkavi Kuhan and Kashika Bharol were disheartened to learn the many barriers there are for access to screenings in our rural California communities. Their team is eager to follow up with rural college campuses and more to help better serve our communities with screening services.

Since then, a few more interesting articles popped up that may be of interest:

- [Lung cancer is the deadliest of all cancers, and screening could save many lives – if more people could access it](#)
- [Rural comprehensive cancer care: Qualitative analysis of current challenges and opportunities](#)

NORCAL IS HOME

Housing is a rural issue, too.

(NOTE: We're appreciative of Tamar Antin, Director, Center for Critical Public Health Research, for her commitment to engage in rural research and closing the research loop by sharing findings with our rural tobacco projects.)

The Center for Critical Public Health interviewed young adult residents of northern California counties about their health and well-being. Access to stable and affordable housing came up time and time again.

Research on housing shortages has focused on urban communities, but rural communities are impacted too. When attention turns to rural housing issues, communities are sometimes painted with the broad brush of "rural decline." But participants in the NorCal is Home study told a more nuanced story. Learn more about the Center for Critical Public Health's TRDRP housing insecurity research at: <https://criticalpublichealth.org/norcal-is-home/>



NorCal is Home poster series can be found on their website.

Thinking about a Masters in Public Health? How about one with a rural emphasis from UC Berkeley?



UC Berkeley Rural Health Innovation Scholarship

Learn more about the Rural Health Innovation (RHI) scholarship offered within the online program.

General MPH overview

<https://publichealth.berkeley.edu/academics/online>

Rural Health Innovation Program Overview

<https://publichealth.berkeley.edu/admissions/online/rural-health-innovation-program>

Spring 2025 Class Start – **Application Deadline is August 8, 2024**

<https://publichealth.berkeley.edu/admissions/online>

UC Berkeley Public Health Upcoming Online MPH Webinars

[University of California, Berkeley - Berkeley Public Health Online MPH Webinars](#)

[UC Berkeley Online MPH Information Session: Navigating Remote Learning As A Working Professional](#)

Tuesday, June 4 at 5:00 PM

[UC Berkeley Online MPH Rural Health Innovation Scholarship](#)

Wednesday, June 12 at 2:00 PM



Reminder: RISE is Here to Help!

Need help building your work plan? Filling out your MASC? Navigating your CX process? RISE is here to help with these topics and more. Email any member of the RISE team for technical assistance or submit a request using the link below...

[Support](#)

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Archives



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